

File Copy

MAR 25 1946

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
			1	2	3	4
5						11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FASHION CALENDAR

FRANCES HUGHES, Editor
44 WEST 52nd STREET

RUTH FINLEY, Associate Editor
NEW YORK 19, N.Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, MARCH 22, 1946

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday March 22 3:00 P.M.	SPRING FASHIONS: "TRAVELCADE--1946" First big Spring fashion presentation by A & S in 4 years, with special emphasis on clothes for air travel and resort wear. Show for benefit of School Settlement Assn. of Brooklyn. Tickets: \$1.50. Contact: Mrs. Cyril J. Redmond, 1 Grace Court, Brooklyn, MA. 4-5553. Press by invitation. Publicity: Helen Gardner, TR. 5-7200, Ext. 321.	ABRAHAM & STRAUS BROOKLYN	ST. GEORGE HOTEL BROOKLYN
Friday March 22	NEWSSTAND DATE: "CHARM" MAGAZINE "Beauty" is the theme of the April issue of "Charm" Magazine. Publicity: Kay Vollers, MU. 3-8910.	STREET & SMITH PUBLICATIONS	NEWSSTANDS
Friday March 22	PUBLICATION DATE: "FASHION TRADES" A weekly business news magazine for the apparel-fashion industry covering the following departments: Business and Industry; Advertising and Promotion; Retailing; Style and Design; Fabrics; Dresses; Suits and Coats; Furs; Millinery; Lingerie; Shoes; Hosiery; Sportswear; Infants' & Children's Wear; Accessories; Cosmetics; Consumer; Science & Research. Subscription: \$12.00 a year. Publisher: Jerry Finkelstein. Promotion: Sallie Weir, CO. 5-5665 or WO. 2-6531.	WEARING APPAREL PUBLISHING CO. INC.	97 DUANE STREET
Friday March 22	OPENING: ANTI-INFLATION EXHIBIT Department stores will contribute material, equipment, and personnel to a 29-window Anti-Inflation Exhibit, sponsored by over 30 consumer groups in N.Y. At 2:00 P.M., preceding the opening of the exhibit, Paul Porter (OPA Administrator) and Vincent R. Impellitteri (N.Y. City Council President) will address a Citizens Anti-Inflation Rally at the Hotel Astor.	CITIZENS ANTI-INFLATION COMMITTEE	GENERAL MOTORS BLDG. BROADWAY & 57TH ST.
Saturday March 23 9:30 A.M.	"A BLUE PRINT TO SPRING" Fashion show for Columbia Scholastic Press Conference to show out-of-town high school members what the N. Y. high school girl is wearing. Models are Macy's Jr. Deb Board Members. Publicity: Nan Higgins, CH. 4-2000, Ext. 2431.	MACY'S JR. DEB SCHOOL BOARD	McMILLAN THEATRE 116TH ST. & BROADWAY

WEEK BEGINNING MONDAY, MARCH 25, 1946

Monday March 25 1:00 P.M. Luncheon	SPRING AND EASTER MILLINERY PRESENTATION New hats for Spring, Easter, and early Summer. Open to public. Press by invitation. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.	JANET-FIFTH AVENUE 16 EAST 52ND STREET	ST. REGIS HOTEL IRIDIUM ROOM
Monday March 25 5:00 P.M.- 8:00 P.M.	BACHELOR'S COTILLION: INTRODUCING NEW COLOR A gala cocktail party by Revlon, to introduce their brand new Spring cosmetic color. <u>By invitation only.</u> Publicity: Beatrice Castle, PL. 5-8800.	REVLON	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 25- May 3	DEMONSTRATIONS AND TALKS ON GARDENING In cooperation with the Brooklyn Garden Club, A & S this year will feature peace-time gardening, including flower arrangements for table settings; house plants; problems with flowers, etc. Open to public. Publicity: Janet Stevenson, TR. 5-7200, Ext. 321.	ABRAHAM & STRAUS BROOKLYN	5TH FLOOR GARDEN CENTER
Tuesday March 26 12:15 P.M. Luncheon	FABRIC DIVISION LUNCHEON MEETING Members of other divisions are also invited to this Fabric Division Luncheon. Subject: "What About Imported Fabrics? And When? -- The News Is In The Answers." Speakers: Hamilton Adams, Stevenson's Moygashel Linens Ltd.; Alice K. Perkins, Paris Fashion Editor "Women's Wear Daily"; Mr. D.E. Douty, President, U.S. Testing Co., Inc. Madeleine Darling, Chairman of Fabric Division. Luncheon: \$3.10 (including tax and tip). Reservations close Monday, March 25, 5:00 P.M. Must be paid for if not cancelled by then. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP INC. 9 RICKEFELLER PLAZA	BILTMORE HOTEL BALLROOM
Tuesday March 26 12:30 P.M. Luncheon	USES OF TELEVISION IN STORE PROMOTION Retail Distribution Group luncheon meeting, with Mr. Fred Kugel, Editor of "Television", discussing "How Stores May Use Television as a Promotion Medium in Publicizing Goods and as an Effective Tool in Employee Training". Price: \$1.50 to members; \$1.75 to guests. For reservations, contact: Rhoda Robbins, Group Secretary, MU. 5-8600.	AMERICAN MARKETING ASSOCIATION	HOTEL SHERATON LEXINGTON AT 37TH ST.
Tuesday March 26 1:00 P.M. Luncheon	BENEFIT LUNCHEON FASHION SHOW Fashion show to raise funds for Yeshiva College. Gowns by Sydell; hats by Dorothy Gordon; furs by S. Harra. Fashion show director: Mary Alice Rice, PL. 3-4500 or CI. 6-1790.	YESHIVA COLLEGE	HOTEL ASTOR
Tuesday March 26 1:00 P.M. Luncheon	FASHION ACCESSORIES AT LUNCHEON SHOW Arpad will present a luncheon showing of new Spring and Summer Necessaries, including gilets, blouses, evening skirts, playclothes, belts, and jewelry. Open to public. Press by invitation. Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Carlton publicity: Marion Morrison, PL. 3-4600.	ARPAD	RITZ CARLTON HOTEL OVAL ROOM
Tuesday March 26 2:45 P.M.; 7:45 P.M.	HOME DECORATION CLINIC SESSIONS Every Tuesday for six weeks, Kresge-Newark will conduct Home Decorating Clinics, which are divided into two groups: one at 2:45 P.M., the other at 7:45 P.M. Speakers: Robert J. Castle, Parsons School of Design; Helen Newman, home styling consultant, Kresge-Newark. Cost of series: \$5.00. Publicity: Marie R. Guthrie, Mitchell 2-8000, Ext. 474.	KRESGE-NEWARK 715 BROAD ST.	7TH FLOOR REGIMENTAL ROOM.
Tuesday March 26 3:30 P.M.	"NIGHT AND DAY, IT'S LUXABLE COTTONS" Exciting Cotton Fashion Show, exclusive with Loeser's for all five boroughs of New York, featuring sew-your-own Luxable - McCall cotton fashions. Gwin Barnell of Mississippi, this year's Maid of Cotton, will model five of the costumes. Open to public. Commentator: Clara Ferguson, Lux Fashion Director. Publicity: Helen Finn, TR. 5-8100, Ext. 566.	LOESER'S BROOKLYN	5TH FLOOR TEA ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 26 3:30 P.M.	PRESS SHOWING: CUSTOM-ORDER COLLECTION Zoe de Salle will present her Spring and Summer custom-order collection of gowns and millinery to the press. Attendance by invitation. Contact: Zoe de Salle, PL. 3-0396.	ZOE DE SALLE	18 EAST 53RD STREET SALON
Wednesday March 27 12:00 P.M. Luncheon	PRESS LUNCHEON TO INTRODUCE NEW PERFUME Formal presentation of a new perfume by Coty, Inc. <u>Attendance by invitation only.</u> Publicity: Eleanor Lambert, PL. 5-8580.	COTY, INC.	WALDORF-ASTORIA GRAND BALLROOM
Cancelled March 27	THE JAY THORPE MILLINERY LUNCHEON FASHION SHOW, SCHEDULED AT THE HOTEL PIERRE FOR WEDNESDAY, MARCH 27, AT 1:00 P.M., HAS BEEN CANCELLED.		
Wednesday March 27 1:00 P.M. Luncheon	NEW MILLINERY AT LUNCHEON SHOW "Spring Fever" -- millinery fashion presentation by Anita Andra will feature feathers on straw, high crowns, open crowns, "lingerie" hats (lace trimmed), nylon straw, and natural colors -- light "cafe au lait". (This showing had originally been scheduled for Feb. 27). Open to public. Press by invitation. For reservations, contact "Frank", Sert Room headwaiter, EL. 5-3000. Contact: Anita Andra, PL. 8-1809. Waldorf Publicity: Ted Saucier, EL. 5-3000.	ANITA ANDRA	WALDORF-ASTORIA SERT ROOM
Wednesday March 27 1:00 P.M. Luncheon	BENEFIT LUNCHEON FASHION SHOW The AWVS will have a benefit luncheon and fashion show to close a month's "golden drive" for art objects, silver, antique furniture, and jewelry to stock their Exchange Shop at 14 East 52nd St., which is maintained to aid the organization's national and community program. Fashions by Hattie Carnegie. Jewelry by Van Cleef and Arpels. Mistress of Ceremonies: Maggi McNellis. Tickets: \$5.00. Contact: Mrs. Donald Tansill, Hotel Plaza, Suite 134, PL. 3-1740. Publicity: Mrs. John A. Morris, BU. 8-2196.	AMERICAN WOMEN'S VOLUNTARY SERVICE	HOTEL PLAZA TERRACE ROOM
Wednesday March 27 3:00 P.M.; 7:00 P.M.	"MAKE-YOUR-OWN" FASHION PRESENTATION Highlighting new fashions for Spring in a Fabric Fashion Show, Wanamakers will present 25 ensembles that can be made at home. Clothes for the college girl, young married woman, business woman, career girl, and the homemaker -- emphasizing the soft look, with peplums, bustles, rounded silhouettes, and capes. Publicity: Frances Patton, ST. 9-4700, Ext. 681.	JOHN WANAMAKER B'WAY AT 9TH ST.	FIFTH FLOOR FABRIC DEPT.
Thursday March 28 12:15 P.M. Luncheon	BUYERS' BOARD LUNCHEON MEETINGS Discussions for buyers during luncheon: <u>Thurs., March 28</u> -- "Sportswear"; <u>Thurs., April 4</u> -- "Better Dresses"; <u>Thurs., April 11</u> -- "Teen-age Departments"; <u>Thurs., April 18</u> -- "Hosiery". Publicity: Nancy Copeland, WI. 7-2790.	WOMEN'S REPORTER (EMPIRE STATE BLDG.)	EMPIRE STATE BLDG. 21ST FLOOR
Thursday March 28 2:30 P.M.	"SPRING FESTIVAL" FASHION SHOW "Spring Festival" fashions sponsored by the Barbizon School of Fashion Modeling, in cooperation with the New York City Federation of Women's Clubs, Inc. Fashions and production handled by Miss Charlotte Wilkinson. Publicity: Franklin Fisher, BR. 9-9763.	BARBIZON STUDIO OF FASHION MODELING	HOTEL ASTOR MAIN BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Thursday March 28 7:30 P.M.	NEW COURSE IN EFFECTIVE SPEECH Training in correct, facile and effective speech, under direction of Henry Steigner, in 10 Thursday evening sessions. Tuition: \$10. Contact: Dorothy Tyroler, Registrar, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Friday March 29 7:30 P.M. Dinner	PLASTICS FASHION SHOW AND DINNER-DANCE Kresge-Newark will present a Plastics Fashion Show at a dinner-dance sponsored by the Society of Plastics Engineers. The fashion show, at 9:00 P.M., will include plastic hats, jewelry, bags, dresses, raincoats, umbrellas, playclothes, bathing suits, etc. There will also be an exhibit of household plastic products. Tickets: \$5.00. Contact: Mr. A. J. Warner, Mitchell 3-0527. Publicity: Marie R. Guthrie, Mitchell 2-8000, Ext 474.	SOCIETY OF PLASTICS ENGINEERS	ESSEX HOUSE NEWARK, N.J.
Friday March 29	EXHIBITION: ANCIENT EGYPTIAN ART A panorama of Egyptian art, civilization and religion during 4000 years, showing much that has not been seen since the beginning of the war. Open to public. Publicity: Charlotte Hughes, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	FIRST FLOOR NORTH GALLERIES
Friday March 29	NEWSSTAND DATE: APRIL MADEMOISELLE BRIDES are the theme of the forthcoming April issue of Mademoiselle, in which all their interests will be discussed, and new bridal fashions shown.	MADEMOISELLE MAGAZINE	NEWSSTANDS
Saturday March 30 10:30 A.M.	TEEN-AGE EASTER FASHION SHOW Easter fashion show for <u>Namm's All Girls Club</u> , featuring gay, Spring teen-age clothes. Guest celebrity: Randy Brooks, orchestra leader. Open to public. Publicity: Marion Barnet, TR. 5-5700, Ext. 76.	THE NAMM STORE (BROOKLYN)	5TH FLOOR AUDITORIUM
Sunday March 31 8:30 P.M.	FORUM DISCUSSION: "A FREE PRESS" Speakers at annual public forum include: William B. Benton, Asst. Secy. of State; Elisabeth May Craig, Washington Correspondent for the Guy P. Gannett chain of papers in Maine; and Arthur Hays Sulzberger, publisher, N.Y. Times. Subject: "A Free Press, Its Responsibilities, Its Handicaps, Its Future Role." Chairman: Edith Barber, N.Y. Sun, and President of the Club. Tickets: \$1.20 to \$2.40. Proceeds for Club's Educational Fund. Contact: N. Y. Newspaper Women's Club, Hotel Biltmore, MU. 4-9120.	N.Y. NEWSPAPER WOMEN'S CLUB	TOWN HALL 123 WEST 43RD ST.
April 1	APRIL FOOL'S DAY (Monday)		
Monday April 1 10:00 A.M.	PREVIEW: SPRING AND SUMMER ACCESSORIES Accessories, "the magic touch for beautiful clothes," gathered into one collection by Lord & Taylor, featuring coming belts, bags, jewels, umbrellas, gloves, gilets, shoes -- will be set in a new type of display. Press invited at 10:00 A.M. Monday, April 1. Accessory exhibit open to public all week. Publicity: Alice Johnston Rankin, WI. 7-3300.	LORD & TAYLOR 424 FIFTH AVE.	3RD FLOOR CORRIDOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 1 1:00 P.M. Luncheon	SPRING LUNCHEON FASHION PRESENTATION Luncheon showing of complete Spring fashions for misses and women, from classic daytime wear to evening clothes. Also, new accessories, including bags, jewelry, hats, and gloves. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500 or CI. 6-1790.	THE TAILORED WOMAN 742 FIFTH AVENUE	ST. REGIS HOTEL IRIDIUM ROOM
Monday April 1 5:30 P.M. Cocktails	CALIFORNIA COBBLERS DANCE FASHION SHOW California Cobblers present Steffi Nossen and her Teen Age Dance Workshop in a ballet showing of the new Fall Cobblers, gay, casual shoes "for little girls and big ones," featuring young, fresh ideas in a unique dance presentation. Attendance by invitation. Publicity for Cobblers: West-Markey, Inc., Los Angeles. Cobblers N.Y. office: LO. 5-1368. Publicity for Steffi Nossen: Hope Maxwell, PL. 3-0566 or Larchmont 2-0785.	COBBLERS, INC. CALIFORNIA	HOTEL ROOSEVELT HENDRIK HUDSON ROOM
Week Of April 1	ADVANCE FALL SHOWINGS GUILD SHOE LINES Third in Guild schedule of five annual openings with advance Fall showings of shoes for June and July delivery, months when stores present first Fall shoes. Members of the Guild of Better Shoe Manufacturers include: CANGEMI, INC.; DELMAN, INC.; FOX SHOE MFG. CORP.; JERRO BROS.; MACKEY-STARR, INC.; MARINO; I. MILLER & SONS, INC.; NEWTON ELKIN SHOE CO.; PALTER DELISO INC.; SCHWARTZ & BENJAMIN, INC.; THOMAS CORT LTD.; VAN ARDEN SHOE CO.; W. WOLF SONS, INC.; MORRIS WOLOCK; ZUCKERMAN & FOX, INC. Contact: Kate Goldstein Kamen, Exec. Secy., 875 Fifth Avenue, RE. 4-4888.	THE GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS SHOE MANUFACTURERS
Tuesday April 2 10:00 A.M.	PREVIEW & RECEPTION: GAUGUIN EXHIBITION Loan exhibition of Gauguin's paintings for benefit of N. Y. Infirmary for Women and Children will open on April 3 at 9:00 P.M. with a preview and reception. Admission: \$6.00, and will remain open for five weeks, at 60¢ admission. Press preview on April 2, by invitation only. Patronesses include: Mrs. Frank A. Vanderlip, Mrs. George U. Harris, Mrs. Wendell Willkie, Mrs. Winthrop W. Aldrich, Mrs. Walter Hoving, Mrs. Ottavio Prochet, Mrs. William Church Osborn, Mrs. J. Cheever Cowdin, Mrs. Eugene W. Ong, Mrs. W. Averell Harriman, Mrs. Cornelius Dresselhuys, Mrs. William A. Blount, Mrs. Busch Greenough, Mrs. Edward F. Hutton, Mrs. Samuel A. Lewisohn, Mrs. John A. Morris, Mrs. Harold E. Talbott, Mrs. Robert L. Dodge, Mrs. Jere W. Lord, Mrs. James Russell Lowell, Mrs. Elisha Walker, Jr., Mrs. Roy W. Howard and Mrs. David Sarnoff. Contact: Wildenstein Galleries, RE. 4-3300.	N. Y. INFIRMARY FOR WOMEN AND CHILDREN	WILDENSTEIN GALLERIES 19 EAST 64TH STREET
Tuesday April 2- April 20 10:00 A.M.- 6:00 P.M.	TWENTY-FIFTH ANNUAL NATIONAL EXHIBITION Exhibition of the year's selections of the best Advertising and Editorial Art, divided into 3 major parts: Design of Complete Unit; Art; and Reproduction. Awards luncheon on Monday, April 1. Contact: Winifred Karn, Art Directors Club, 115 East 40th St., CA. 5-8400 or CA. 5-4340.	ART DIRECTORS CLUB	ROCKEFELLER CENTER 630 FIFTH AVENUE
Tuesday April 2- April 3 3:00 P.M.	"LUXABLE FASHIONS ON PARADE" "Add spice to your life with luxables"--a fashion show of Spring and Summer clothes you can make yourself. Open to public. Publicity: Marion Barnet, TR. 5-5700, Ext. 76.	THE NALM STORE BROOKLYN	COLONIAL ROOM THIRD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 2 7:00 P.M. Dinner	DINNER AND FUR FASHION SHOW "A Night of Magic" -- new Fall coats and fur styles by Fluid Fit Furs. Also to be presented again on Tuesday, April 9, at 7:00 P.M. Attendance by invitation. Fashion show director: Mary Alice Rice, CI. 5-1790 or PL. 3-4500.	FLUID FIT FURS 135 WEST 29TH ST.	GOV. CLINTON HOTEL GOVERNOR ROOM
Tuesday April 2- April 5	SEVENTEENTH ANNUAL PACKAGING EXPOSITION Packaging Exposition of 1946 and conference on packaging, packing, and shipping. Over 140 exhibitors will show. Contact: American Management Assn., 330 West 42nd Street, BR. 9-6055.	AMERICAN MANAGEMENT ASSOCIATION, INC.	ATLANTIC CITY, N.J. AUDITORIUM
Wednesday April 3 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW "From Dawn To Dark, It's The Dobbs"--introducing two new colors in felt hats and also showing straw millinery for Spring and Summer. Open to public. Press by invitation. For reservations, contact: "Frank", Sert Room headwaiter, EL. 5-3000. Publicity: Rita McNamara, Abbott Kimball Co., PL. 3-9600. Waldorf Publicity: Ted Saucier, EL. 5-3000.	DOBBS	WALDORF-ASTORIA SERT ROOM
Wednesday April 3 3:30 P.M.	BENEFIT FASHION PRESENTATION Fashion show for benefit of Morris Solomon Sunshine Fund, showing clothes for sophisticated misses, junior misses, teen-agers, and pigtailers. Dressmaker suits, sportswear, toppers, soft prints, negligees, and accessories will be shown. Publicity: Stella Doern, TR. 5-3100, Ext. 45.	MARTIN'S BROOKLYN	WALDORF-ASTORIA GRAND BALLROOM
Wednesday April 3 4:00 P.M.	FASHION SHOWING OF WOOL JERSEY SUITS Mme. Bery will present 30 suit models made of wool jersey in plain and checked patterns, with many reversible jerseys in interesting designs. Suits for year-round wear, with or without blouses. For buyers and press by invitation only. Contact: Mme. Bery, EL. 5-3000, Ext. 1375.	MME. BERY OF LONDON	WALDORF-ASTORIA PERROQUET SUITE
Thursday April 4	EXHIBITION: "THE TASTE OF THE SEVENTIES" Special exhibition of paintings and sculptures which were popular favorites in the Museum's early years, including the "1871 purchases", the first collection of pictures bought by the Museum. Open to public. Publicity: Charlotte Hughes, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVE. & 82ND ST. GALLERIES A#11 & 12
Friday April 5 2:00 P.M. Cocktails	PREVIEW: NATIONAL AVIATION SHOW Preview for press and army officials of New York's first National Aviation Show since 1937, under management of the United Expositions Corporation, with net proceeds going to the Army Air Forces Aid Society. Show opens at 5:00 P.M., April 5, and remains through April 13, from 11:00 A.M. to 10:30 P.M. Features include: display of U.S. air equipment and equipment captured from Germany and Japan; the P-80 Shooting Star (its first N.Y. exhibition); robot bombs; German and Jap planes; radio-directed planes; demonstrations of radar; "black light"; television, etc. Also, many new personal planes and accessories. Admission: \$1.25 (including tax). Publicity: Frank Johnson, WI. 2-4000, Parlor C.	AVIATORS' POST 743 AMERICAN LEGION	GRAND CENTRAL PALACE 480 LEXINGTON AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday April 5 7:00 P.M. Dinner	"SPRINGTIME AT THE WALDORF" DINNER-DANCE Dinner-dance with proceeds to be used for veterans' service activities. Features include live model advertising displays, souvenirs, and door and table prizes. Caroline Hood, president of the club and public relations director of Rockefeller Center, will preside at the dinner. Tickets: \$12.50 per person. Contact: Eugenie Stamler, 47 West 34th St., WI. 7-5648. Publicity: Alice Drew, Public Relations Chairman, WI. 7-5648.	ADVERTISING WOMEN OF NEW YORK INC.	WALDORF-ASTORIA GRAND BALLROOM
April 6	OPENING OF N. Y. RACING SEASON AT JAMAICA (Saturday).		
April 6	ARMY DAY (Saturday)		
Saturday April 6 11:00 A.M.	TEEN-AGE FASHION SHOW & MOVIE Easter and Summer teen-age fashions, featuring the theme of "Seventeen" Magazine's April issue: "Boy Meets Girl". Also, Ann Delafield's teen-age "Fit and Fair" movie and a talk by Miss Delafield (director of DuBarry Success School) on good grooming and posture. Open to public. Publicity: Janet Stevenson, TR. 5-7200, Ext. 321.	ABRAHAM & STRAUS BROOKLYN	ACADEMY OF MUSIC LAFAYETTE STREET
Sunday April 7- May 5	BALLET THEATRE SPRING SEASON S. Hurok's twentieth semi-annual season of ballet at the Metropolitan, presenting 29 Ballets in 3-weeks' repertoire. With an interruption for Holy Week, the Spring Ballet Season will run from April 7 to April 13, and from April 21 to May 5. Cast features: Alicia Markova, Anton Dolin, Andre Eglevsky, Nora Kaye, Alicia Alonso, John Kriza, Lucia Chase and Janet Reed. Publicity: Barry Hyams & Ruth Goode, PL. 3-0820.	S. HUOK	METROPOLITAN OPERA HOUSE
Monday April 8 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING Custom-made fashions for Spring and Summer will be presented during luncheon. Open to public. Press by invitation. Contact: PL. 3-1436. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.	FARQUHARSON & WHELOCK	ST. REGIS HOTEL IRIDIUM ROOM
Monday April 8 4:00 P.M. Cocktails	PRESS PREVIEW: BRONZES BY HARRIET FRISHMUTH The press has been invited to see a "Garden of Bronzes" and to meet Harriet Frishmuth, a contemporary sculptress. Bronze statuary by Miss Frishmuth, both table size and large outdoor pieces, will be shown in a garden glade, supplied by Trepel Florists, from a design by Mrs. Laura Coughlan, Display Director of Black, Starr & Gorham. One bronze piece will be shown in a fountain of running water; there will also be many figures of dancers, for which the artist is best known. Preview on April 8, by invitation only. Open to public from April 9 to April 20. Contact: Elizabeth Sneden, Advertising Manager, BR. 9-5300.	BLACK, STARR, & GORHAM	5TH AVE. AT 48TH STREET SECOND FLOOR
Monday April 8	FALL FASHIONS AT BOSTON SHOE SHOW Promenade of correlated styles in Fall shoes and apparel will be presented as part of the shoe association's market week in Boston. Coordinator: Adelaide Hawley, NBC radio fashion commentator.	NEW ENGLAND SHOE AND LEATHER ASSN	HOTEL STATLER MAIN BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 8- April 13	FLOWER SHOW WITH WALTER WILSON POTTERY California flowers, flown from the West Coast, will be displayed in Walter Wilson pottery at Kresge-Newark. Open to public. Publicity: Marie R. Guthrie, Mitchell 2-8000, Ext. 474.	KRESGE-NEWARK 715 BROAD ST.	SIXTH FLOOR
Tuesday April 9 1:00 P.M. Luncheon	SPRING AND SUMMER COTTON FASHION SHOW New cottons and play clothes for Spring and Summer will be presented during luncheon by Zachary Bogart's Cotton Shop. Open to public. Press by invi- tation. Publicity for Cotton Shop: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	THE COTTON SHOP	RITZ CARLTON HOTEL OVAL ROOM
Thursday April 11 4:00 P.M. Cocktails	FUR FASHION SHOW WITHOUT FURS Fur remodeling specialist Harry Jay Treu will present "A Fur Fashion Show Without Furs", featuring Canvases of the newest styles. Also, a tour through the factories to show remodeling processes, and a short talk on "The Care of Furs". Attendance by invitation. Contact: Harry Jay Treu, LA. 4-6788.	HARRY JAY TREU, INC.	147 WEST 35TH STREET SHOWROOM
Thursday April 11- April 12 4:30 P.M.- 6:30 P.M. Cocktails	PRESS PREVIEW: FASHIONS IN "SYNTILITE" First fashion showing of apparel and home furnishings in "Syntilite", the film with texture. Attendance by invitation. This showing will be pre- sented to the trade on Friday, April 12, at 4:30 P.M. Publicity: Christine Ecker, John A. Cairns & Co., Inc., AL. 4-7262.	PLASTIC FILM CORP.	HAMPSHIRE HOUSE COTTAGE
April 14	HOLY WEEK (April 14-April 20)		
April 14	PALM SUNDAY		
April 14	PAN-AMERICAN DAY (Sunday)		
April 15	PASSOVER FIRST SEDER AT SUNSET (Monday)		
Wednesday April 17 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Spring and summer fashions at a luncheon showing. Open to public. Press by invitation. For reservations, contact: "Frank", Sert Room headwaiter, EL. 5-3000. Contact: Madame Et La Jeune Fille, PL. 3-1085. Waldorf Publicity: Ted Saucier, EL. 5-3000.	MADAME ET LA JEUNE FILLE	WALDORF-ASTORIA SERT ROOM
April 21	EASTER SUNDAY		
Monday April 22- April 27	FIRST NATIONAL PLASTICS EXPOSITION Plastics developments in fabrics, home furnishings, office equipment, toys, building materials, electrical devices, etc. will be presented in a pageant of the 200 companies of the plastics industry, depicting the development of the finished product from its basic raw stage. Open to trade and press, by invitation only, for first three days. Contact: Society of the Plastics Industry, 295 Madison Avenue. Last three days, open to public. Admission price will be announced next week. Publicity: Ed Greif, PL. 8-0535.	SOCIETY OF THE PLASTICS INDUSTRY	GRAND CENTRAL PALACE 480 LEXINGTON AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 23 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Macy's Little Shop will present their Spring fashions at a luncheon showing. Open to public. Press by invitation. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600. Macy's publicity: Nan Higgins, CH. 4-2000, Ext. 2431.	MACY'S LITTLE SHOP	RITZ CARLTON HOTEL OVAL ROOM
Wednesday April 24 2:00 P.M.- 5:00 P.M.	PREVIEW: "DRESSING FOR THE BALL" Special exhibition, sponsored by the Women's Committee and arranged by Miss Isabelle Miller, Curator of Costumes, to show what women wore under their dresses from the 18th century to the early 20th. Included are: 18th century quilted petticoats; thin mull Empire-style slips; heavy embroidered underskirts; bustle-style petticoats with flounces of the 1880's; short flannel underskirts, and Floradora silk petticoats of flounces, lace, and ribbons. Attendance by invitation, with a private preview for members and friends on April 25. Open to public on Friday, April 26. Publicity: Jerome I. Smith, LE. 4-1672.	MUSEUM OF CITY OF NEW YORK	5TH AVE., BETWEEN 103RD & 104TH STS.
Wednesday April 24 4:00 P.M. Cocktails	"THE POT O' GOLD" RAINWEAR SHOW Aquatogs will present "The Pot O' Gold" in the Rainbow Room, showing rainwear for the entire family--mother, dad, and the children--in many new styles and fabrics. By invitation only. Publ.: Rosemary Sheehan, CI. 7-8060.	AQUATOGS	THE RAINBOW ROOM ROCKEFELLER PLAZA
Thursday April 25 10:00 P.M.	WALTZ EVENING FOR NATIONAL WAR FUND As a follow-up to the first Waltz Evening, which was given on January 18, this second subscription invitation party will be limited to waltzes and will be featured by a waltz competition among the subscribers. A buffet supper will be served at midnight. Contact: Mrs. Russell Howell c/o Neville Johnson, 17 East 42nd Street.	N. Y. AND BOSTON SOCIAL COMMITTEE	RITZ-CARLTON HOTEL BALLROOM
Wednesday May 8 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOWING Arnold Constable will present summer fashions during luncheon. Open to public. Press by invitation. For reservations, contact "Frank", Sert Room headwaiter, EL. 5-3000. Arnold Constable Publicity: Gerry Morgan, CA. 5-2300, Ext. 202, Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
Monday May 20- May 25	NATIONAL COTTON WEEK PROMOTION CAMPAIGN "Cotton is Back!" is the slogan for this year's Cotton Week, proclaiming the cotton textile institute's "honorable discharge" from further war effort. Stores will plan merchandise presentations built around new cotton products for the years ahead. Contact: WO. 2-0270.	THE COTTON-TEXTILE INSTITUTE	THROUGHOUT THE COUNTRY
About End Of May	PUBLICATION DATE: NAT'L TRAVEL MAGAZINE New 25¢ national monthly magazine, directed principally at the masses, with articles and photographs covering all phases of vacation activities. It will treat travel as a commodity, aiming to persuade people to travel more often and to get more for their travel dollar. There will be about ten fashion pages in each issue. Editor: Harry J. Price. Fashion Editor: Frances M. Connell. Publicity: J. Woodward Redmond, CO. 7-7844.	"THE SMART TRAVELER"	90 WEST STREET NEW YORK CITY

MUSIC...THEATRES...MOVIES...NIGHT SPOTS

- Friday BALLET Russe de Monte Carlo NEW YORK CITY CENTER, 131 WEST 55TH STREET
March 22 Fri. Eve. March 22 -- THE SNOW MAIDEN, NIGHT SHADOW, FRANKIE AND JOHNNY
Sat. Mat. March 23 -- MOZARTIANA, RAYMONDA (3 acts)
Sat. Eve. March 23 -- CONCERTO BAROCCO, RAYMONDA (3 acts)
Sun. Mat. March 24 -- MOZARTIANA, COMEDIA BALLETTICA, THE NUTCRACKER
Sun. Eve. March 24 -- RAYMONDA (3 acts), GAITE PARISIENNE
Tues. Eve. March 26 -- DANSES CONCERTANTES, RAYMONDA (3 acts)
Wed. Eve. March 27 -- BALLET IMPERIAL, BAISER DE LA FEE, FRANKIE AND JOHNNY
Thurs. Eve. March 28 -- THE SNOW MAIDEN, RAYMONDA (3 acts)
Fri. Eve. March 29 -- MOZARTIANA, RAYMONDA (3 acts)
Publicity: Margaret Hornyak, CI. 7-5911
- Friday PREMIERE: "ZIEGFELD FOLLIES OF 1946" (Movie) CAPITOL THEATER, B'WAY AT 51ST
March 22 MGM's technicolor musical introducing the largest number of star personalities ever assembled in a single motion picture, with Fred Astaire, Edward Arnold, Lucille Ball, Marion Bell, Lucille Bremer, Fanny Brice, Judy Garland, Kathryn Grayson, Lena Horne, Gene Kelly, James Melton, Victor Moore, Virginia O'Brien, William Powell, Red Skelton, Esther Williams, Keenan Wynn and the Ziegfeld Girls. Director: Vincent Minelli. Producer: Arthur Freed. Costumes: Irene. Publicity: Herbert Crooker, BR. 9-7800.
- Monday EIGHTEENTH AND FINAL WEEK: METROPOLITAN OPERA, MET. OPERA HOUSE, BWAY AT 39TH
March 25 Mon. March 25 at 8:00 PM -- LA GIOCONDA. Milanov, Stevens, Tucker, Pinza.
Tues. March 26 -- NO PERFORMANCE IN NEW YORK
Wed. March 27 at 7:30 PM -- GOETTERDAEMERUNG. Traubel, Thorborg, Melchior.
Thurs. March 28 at 8:15 PM -- IL BARBIERE DI SIVIGLIA. Antoine, Singher.
Fri. March 29 at 8:00 PM -- OTELLO. Roman, Lipton, Ralf, Warren, DePaolis.
Sat. March 30 at 2:00 PM -- DIE WALKUERE. Traubel, Varnay, Melchior, List.
Sat. March 30 at 8:00 PM -- CARMEN. Stevens, Greer, Jobin, Merrill.
Publicity: Margaret Carson, FE. 6-1200.
- Wednesday PREMIERE: "THE BANDIT OF SHERWOOD FOREST" (Movie) LOEW'S CRITERION, BWAY & 45
March 27 Columbia's technicolor production about the son of Robin Hood, starring Cornel Wilde and Anita Louise. Based on novel, "Son of Robin Hood" by Paul Castleton. Directors: George Sherman and Henry Levin. Producers: Leonard S. Picker and Clifford Sanforth. Publ.: Hortense Schorr, BR. 9-7900.
- Saturday OPENING: "ST. LOUIS WOMAN" MARTIN BECK THEATRE, 45TH ST. WEST OF B'WAY
March 30 All-negro musical comedy with a cast of 60, featuring the Nicholas Brothers, Ruby Ingram, Pearl Bailey, and June Hawkins. Story of Negro life in St. Louis during the gay 90's and of a girl who changes her affections often, but not well, until she returns to her true love. Producer: Edward Gross. Music: Harold Arlen. Lyrics: Johnny Mercer. Choreography: Anthony Tudor. Director and Designer: Lemuel Ayers. The first post-war silks to be imported from Europe are being used for the 163 costumes of the 1890's period. Publicity: Phyllis Perlman, CI. 6-7913.
- Thursday OPENING: RINGLING BROTHERS CIRCUS MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST.
April 4- Ringling Bros. and Barnum & Bailey Circus, with two performances daily, at
May 12 2:30 P.M. and 8:30 P.M. Tickets: \$1.20-\$5.50, including tax. Contact:
Madison Square Garden, Box 6B, CO. 5-6800.